Technological opportunities analysis

Academic Year: (2020 / 2021) **Review date: 10-07-2020**

Department assigned to the subject: Business Administration Department

Coordinating teacher: ALVAREZ GIL, MARIA JOSEFA

Type: Electives ECTS Credits : 6.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Essentials of Business, Game Theory, Management Accounting, Marketing, Organizational Economics, Marketing management, Consumer behaviour, The Origins of modern firm, Optimization and Business for Business, Market research, Industrial organization , Financial management

OBJECTIVES

Skills and competences:
.Development of individual learning routines via the analysis of relevant texts and the collection and analysis of recent real evidence.
. Development of group-based learning routines via group-based discussion and the oral and written presentation of work by teams.
. Development of verbal and written communication skills.
. Develop the ability to raise questions and answer them.

DESCRIPTION OF CONTENTS: PROGRAMME

An introduction to the new service and manufacturing technologies: their impact on costs and benefits
Classification of technologocial opportunities
Technological inventory
Costs and Technologies
How to foster technological innovation
Technological innovation and Supply Chain Management

LEARNING ACTIVITIES AND METHODOLOGY

Students will acquire the knowledge and skills through lectures, the handing of the work assigned by the teachers and its discussion in class. Skills and attitudes will be enhanced by the individual and teamwork performed by the students and their discussion in class. The lectures moreover will also try to open up the discussion to the students via the collective analysis of tables, graphs or texts and the use of questions and multiple choice tests on the main concepts discussed in the lecture.
The course will keep the following schedule:
Students will have access to the following material: at the beginning of the course, a reading list will be assigned to each topic. Students will have access to all the graphic material used in class: graphs, tables, maps, power point slides. The tasks to be performed by the students will be handed out in the class tutorials. The students according to the calendar and relevant deadlines provided by each professor will hand in these tasks..
There will be at least one tutorial in the last weeks of the course in which the student will have the chance to clarify doubts about the main concepts and models used in the lectures, as well as doubts about assessment and the schedule of the course.

Each lecturer will inform his/her students of his/her tutorial time frames.

ASSESSMENT SYSTEM

The final exam will represent a maximum 50 per cent of the final mark. There will be continuous individual controls, 30%, throughout the course to make students read and prepare the class materials. Class exercises will count 20 per cent of the final mark. Both the exams, the controls and class exercises serve the purpose of evaluating the degree of knowledge acquired by the student, his or her ability to transfer this knowledge into a similar context and adapting these ideas to new situations.
According to the current legislation, may 2011: "El coordinador de la asignatura indicará de forma clara y suficientemente detallada, tanto al comienzo del curso como antes de su conclusión, verbalmente y en las fichas y en la planificación semanal, las pruebas, los criterios y los sistemas de evaluación, así

como el valor porcentual de la evaluación continua y del examen final (*) y en su caso el carácter obligatorio del examen final y la nota que deberá obtener el estudiante para considerar acreditado el mínimo desempeño en el estudio de acuerdo con lo dispuesto en el apartado primero".

(*) Excepcionalmente, en el caso del estudiante que por razones debidamente justificadas no haya realizado todas las pruebas de evaluación continua, el profesor podrá adoptar las medidas que onsidere oportunas para no perjudicar la calificación de la misma. Así, de acuerdo con la normativa vigente se permitirá a los estudiantes que no hayan seguido la evaluación continua por razones debidamente justificadas, realizar un examen final con un valor del 60% de la asignatura.

For those Erasmus students that could not follow the continuous evaluation system, a minimum score of 8 is required to pass the final test.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

- HEIZER, J., RENDER, B... "Operations Management", Prentice Hall., 2004 o última edición

ADDITIONAL BIBLIOGRAPHY

- Jack R. Meredith, Samuel J. Mantel Project Management: A Managerial Approach, 7th Edition, wiley, 2009
- Andrew Greasley Operations Management, 2nd Edition, Wiley, 2009
- David Bamford, Paul Forrester Essential Guide to Operations Management: Concepts and Case Notes, Wiley, 2009
- Jack R. Meredith Operations Management, 4th Edition, Wiley, 2010
- John Mangan, Chandra Lalwani, Tim Butcher Global Logistics and Supply Chain Management, Wiley, 2008
- R. Dan Reid, Nada R. Sanders Operations Management: An Integrated Approach, 4th Edition, Wiley, 2010
- Roberta Russell Operations Management: Creating Value Along the Supply Chain, 7th Edition, Wiley, 2011
- Samuel J. Mantel Project Management in Practice, Wiley, 2011